

**IN THE**  
**UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Stephen Lawrence et al.  
SERIAL NO.: 10/749,434  
FILING DATE: December 31, 2003  
TITLE: Method and Systems for Improving a Search Ranking  
Using Article Information  
EXAMINER: Paul Kim  
GROUP ART UNIT: 2169  
ATTY. DKT. NO.: 24207-10095

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Dated: September 12, 2011 By: /Christopher King/  
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**AMENDMENT “C” AND RESPONSE**

Sir:

This amendment for the patent application identified above is in response to the Non-Final Office Action dated May 12, 2011, which set a shortened statutory period for response that expires on August 12, 2011. A fee for a one month extension of time is filed herewith.

Kindly amend this application as indicated herein.